

2007 Spirit of Service Award Recipients



FRANK WASCOE (Outstanding Neighbor—Litter & Graffiti Abatement) - Frank was selected for his diligence and commitment to removing graffiti from an area near his home that is logistically hard to reach. He can be seen daily in his neighborhood on his way to quickly remove the latest graffiti with his arms full of materials and supplies. Many might find reasons not to invest time and effort and simply pass the responsibility on to the City, but Frank is certainly not one of those



TRAVIS BOWER (Outstanding Neighbor—Litter & Graffiti Abatement) - Travis is a great example for all of us who think we don't have enough time. If he doesn't bike to work, he throws a push broom and orange safety vest into his car and stops along his way to work to sweep gravel or broken glass and litter in troubled spots. When he goes for weekend walks and hikes, Travis brings a plastic bag and picks up trash along the way and says, "if you pick up trash, you learn where all the trash cans are located!"



LULULEMON ATHLETICA (Outstanding Business—Recycling) - The staff and owner of Lululemon Athletica have collectively gone above and beyond to ensure that they recycle all recyclables generated by their store despite the lack of a recycling program at their current location. To solve the problem, recyclable materials from the store are taken in a cart to the owners local residence. The staff are also proactive in trying to implement a recycling program within the Paseo Nuevo mall.



WALTER CLAUDIO SALON SPA (Outstanding Business—Recycling) - Walter Claudio Salon Spa has declared a zero-waste goal and waste reduction policy for the salon. Some of the things the salon does to meet this goal is purchase products from Aveda (an environmentally conscious company), recycle all foils and plastics in the color process, recycle all cardboard packaging, recycle guest reading materials, refill product containers, use recycled content paper retail bags and use linens instead of paper products in the salon.



OFFICER JOHN WILLIAMS (Outstanding Police Officer—Graffiti Abatement) - Officer Williams' dedication and tenacity has sent a message to graffiti vandals that law enforcement takes vandalism seriously. He has taken time to learn monikers and build cases against graffiti vandals by working closely with co-workers and the City's graffiti abatement team. Officer Williams solved many key cases this year that cost the city and residents thousands of dollars in repair, while at the same time working with youth to realize the consequences of their actions and steer



DECKERS OUTDOOR CORP. (Recycler of the Year) - By buying and integrating recycled materials into their products Deckers helps to strengthen the market for recycled materials and are a great example for other companies. They have used PET plastics as foot beds in their shoes, reduced materials in their packaging, created a line of shoes (Green Toe), using sustainable materials and have also incorporated these practices into the operations of their offices.

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GEORGIA LOPEZ (Outstanding Public Employee—Litter & Graffiti Abatement) - Georgia has taken the City's graffiti abatement program to a new level by working closely with residents and quickly reacting to graffiti hotline calls. She makes the extra effort to make sure "taggings" are documented and works closely with the Police Dept. to help them build vandalism cases. Her hard work keeps our City looking good.



MYRA NICHOLAS (Outstanding Public Employee—Recycling) - Myra has gone the extra mile to coordinate a building-wide recycling and waste reduction effort program at the City's main library by equipping the library with recycling containers and educational materials. She has worked to convert events at the library to zero-waste events and has made waste reduction a part of the library's many functions.



SB JUNIOR HIGH (Outstanding School Recycling Program) - Teacher Brianna Laks, Principal John Becchio & Custodian Robert Aguilar have worked hard to develop a comprehensive school recycling system, after Ms. Becchio's students conducted an assessment of waste on their campus and urged administrators to increase efforts.

The students were the driving force behind the change, while the teachers and staff supported them 100% in making a difference on their campus.



MARYMOUNT SCHOOL OF SB (Outstanding School Environmental Program) - Marymount's Parent Council in conjunction with faculty created the Earth Matters program emphasizing Reduce, Reuse and Recycle. The program has included many components including an ink cartridge recycling program, paper-free newsletters, installation of recycling containers throughout the school, organic gardening programs, zero-waste lunches and many other projects to make them a leader in teaching SB youth about the environment.



VIRGINIA HAYES (Outstanding Media Coverage) - Virginia has written dozens of articles dedicated to the topics of greenwaste solutions, worm composting, native plants and even rain water harvesting. Her thoughtful and creative writings continue to educate Santa Barbarans. Through her articles she has increased public awareness in a positive and solution oriented manner.



SUSAN DAVIDSON (Outstanding Educator—Recycling) - Since Susan became the Environmental Studies Coordinator at SB Middle School in 2003, students have gained an enthusiasm for learning about the environment and for waste reduction on their campus. The school has consistently had to increase the size of their recycling dumpster and decrease their trash service as a result. Susan is an inspiration to students and fellow educators.